Dear Zoom Attendees:
Meeting will begin at 9:30 AM
New Executive Committee Members

Porsha Cropper
Senior Program Officer
The Eli and Edythe Broad Foundation

Jim Limbaugh
President
West LA College
New Executive Committee Members

Kathleen Rawson
CEO
Hollywood Partnership

Carissa Smith
Vice President of Government Relations
Fox
New Representatives

Amos Himmelstein
Chief Operating Officer
Occidental College

Karen Sessions
VP/Head of Global Commercial Banking
Bank of America

Michael Weintraub
Director
ICG Advisors
Approval of Minutes

July 27, 2023
CEO REPORT

Stephen Cheung

President & CEO
LAEDC & WTCLA

2023
Workforce Development

- The LA 19 Project partners recently secured a $125,000 grant to extend work until June 2024, with the aim to strengthen the talent pipeline with initiatives like program advisories and hiring events, initially focusing on hospitality.

- Partnership with Lynwood Unified ($45,000) to engage youth in sustainable career pathways.

- Microsoft-sponsored LAEDC AI Innovation Challenge ($75,000), will provide AI and cybersecurity training to underserved communities.

- Participation in the America Achieves Education to Employment Intensive program ($40,000), will shape education and workforce models in the Bioscience industry.

- As of October 4, 2023, Gladeo LA has welcomed 17,535 visitors, with 2,450 users signing up.

- Recently welcomed two new Assistant Program Managers, Jared Lopez and Alicia Nyein.
Institute for Applied Economics

- Shannon was interviewed on KCAL nightly news to discuss Hollywood strikes.

- In mid-August IAE released a statement on the LAEDC on the impacts of the dual strikes and Shannon met with the LA County DEO to provide them with information and insight on the strikes related to a motion from the LA County Board of Supervisors.

- Shannon was featured on Los Diablos de Los Angeles, a segment of the weekly podcast Checks and Balance produced by the international magazine The Economist.

- The Institute held its quarterly Economic Briefing on September 11th.

- On September 20th, Shannon presented an economic overview at the LAEDC BOG meeting, presented an overview of the PIJ study during an LA City WDB 5 Year Strategic Plan Ad Hoc Committee Meeting held on September 21st, and participated in SCAG’s quarterly economic roundtable meeting on September 22nd.

- In collaboration with our BAP team and CMTC, IAE produced a webinar, Empowering Manufacturers along with 5 one-pagers providing data on manufacturing, including durable and nondurable goods and aerospace and defense and biomedical.
Business Assistance Program

- **Provided direct technical business assistance and in-person consultation to 190 businesses** (7/1/23 - 9/30/23) by helping small and diverse-owned businesses sustain their operations by recommending specific programs or resources.

- In Q1, responded to 6 RFIs or special requests from companies or international consulates looking to establish operations in Los Angeles County.

- The Team continues to support small and microenterprises including but not limited to women-owned, Black-owned, veteran-owned and Latinx-owned businesses.

- **BAP played a pivotal role in 25 programs**, board meetings, task forces, or special meetings as well as participating in small business programs.

- Webinars presented: Learn the Process of Government Contracting with RAMP, and co-branded Empowering Manufacturers webinar presented by IAE and CMTC. Programs were developed for restaurants, microbusinesses, small, diverse, women and BIPOC-owned businesses.
Community Economic Resilience Fund

- Elected 32 Steering Committee members to lead the more than 400 onboarded stakeholders

- Kevin Harbour of Biz Fed Institute was named the Chair of the Steering Committee

- Andrea Slater of UCLA and Stella Ursua of GRID Alternatives were voted as Vice-Chairs.

- CERF's three research reports went out for bidding through an RFP Process. The recipients of the RFP bids were CVL Economics and Beacon Economics.

- CIV:LAB has offered their Climate Fund I to the CERF Program, making Los Angeles the third city to ever receive such an opportunity.
LA DEAL, Policy, & Special Projects

- LAEDC hosted a roundtable discussion about the manufacturing industry co-hosted with USC's Center for Economic Development, American Manufacturing Communities Collaborative (AMCC), California Forward, and the Los Angeles Cleantech Incubator (LACI).

- The LA DEAL taskforce meetings were relaunched in September 2023 after a summer hiatus, with a new format to highlight guest speakers and presentation.
World Trade Center Los Angeles

- WTCLA President & CEO, Stephen Cheung, was the MC and co-host with LA City Mayor Karen Bass for the Getty House Inaugural Reception with Ambassador Linda Thomas-Greenfield, U.S. Representative to the United Nations, and the entire LA Consular Corps.

- Met with Consulates of Argentina, the WTC’s across North America, the Japan Consulate, the World Affairs Council, the Greater Bay Area (GBA) Initiative of North America, the Consul General of Belgium Sophie Hottat, Discover LA, the Lithuanian President Gitanas Nausėda and delegation, and the Swiss Ambassador to the US, H.E., Jacques Pitteloud and delegation.

- WTCLA did a joint presentation with Dr. Richard Tang for the joint FDI Report to O’Melveny, and later took part of the LMU FDI Capstone Project presentation.

- WTCLA is a key stakeholder in the coming Olympic & Paralympic Games and took part in the LA28 Panel with the Mayor of LA’s Office. WTCLA has been meeting with Arup in fulfilling security and transportation needs this quarter.

- Partnered with East West Bank and the LA Chamber in meeting with Lt. Governor Eleni Kounalakis to prepare for the APEC Leaders’ Summit

- WTCLA has welcomed Olivia Zhang to the team as the new Program Coordinator.
Marketing and Communications

- Released the LAEDC 2022-2023 Annual Report, now accessible at www.laedc.org/annual-report.

- MarComms has actively improved its online presence and outreach strategies, including a robust SEO campaign to boost organic traffic to key web pages such as the Business Assistance Program, Institute for Applied Economics (services page), World Trade Center Los Angeles, Membership, and Workforce Development.

- Supports the Business Assistance Program (BAP) in various contracts, like LOA, BEP, and CMTC, with a focus on program accessibility and information sharing.

- Devised a comprehensive strategy for our blog and social media platforms, emphasizing our programs, city partnerships, and staff.

- Continues to support events like the Economic Quarterly Briefings, Future Forum, and Eddy Awards, with preparations underway for upcoming grant kick-offs and events.

- Welcomed Celine Villegas as the new Events and Marketing coordinator, who will support event-related marketing and logistics.
Membership & Events

• LAEDC currently has 193 members including 83 Executive Committee members with an unwavering 93% renewal rate.

• This quarter we welcomed new members: Los Angeles Valley College, Human I-T, West LA College, The Eli & Edythe Broad Foundation, and Fox Entertainment.

• Held joint Executive Committee meeting and annual Summer Member Mixer at the Line LA Hotel in Koreatown.

• The Board of Governors meeting in September 2023 was hosted by Univision in honor of Hispanic Heritage month.
Industry Cluster Development

Jermaine Hampton & Mariana Hernandez
LAEDC’s 5 Pillar Strategy For Economic Development

- **Economic Research**: Objective economic research and analysis.
- **Industry Clusters**: Advance connections, programs, and policies to increase business growth and hiring in the region.
- **Workforce Development**: Aligns education with evolving industry trends.
- **Foreign Direct Investment**: Attracts investment into the region from foreign companies.
- **Business Assistance**: Business attraction, retention, and expansion for the entire region.
Purpose

Industry Cluster Development
- Advance connections, programs, and policies to increase business growth and hiring in the region
- Enhance productivity and efficiency while promoting innovation, giving the region a competitive advantage

Industry Councils
- Convene regional stakeholders such as industry partners, local government, academia, and workforce development boards to identify challenges, provide key recommendations, and develop equitable solutions
- Directly influence the industry economic blueprints
Industry Economic Blueprint

The Economic Blueprint will be a comprehensive plan for industry growth and ecosystem development in the region. It will identify the challenges to growth and prioritize programming and initiatives to address those challenges and/or otherwise grow the industry in the region.

Draft Outline
- Stage 1: Inputs
- Stage 2: Activities
- Stage 3: Outputs
- Stage 4: Outcomes

Additional Components:
- External Factors
- Impact Possibilities
- Accountability
Regional Report

This in-depth report will set a baseline and create an inventory of the industry presence and assets in the region. The research will be generated by LAEDC’s Institute for Applied Economics. The data generated and gathered from this report will be used to:

- Build an Innovation Ecosystem
- Invest in Infrastructure
- Develop Workforce Education and Training
- Attract and Sustain Investment
- Enhance Entrepreneurial Support
- Regulatory Environment
- Support Public-Private Collaborations
- Create Market Access & Commercialization
- Conduct Outreach and Advocacy
- Establish Metrics and Goal Tracking
Current Industry Councils

**Bioscience**
Next Meeting: November 9, 2023

**Digital Media & Entertainment**
Next Meeting: December 6, 2023

**Aerospace & Defense**
Next Meeting: January 17, 2024
Governance Committee Report

Vendor Resolution
Vendor Contract Approval – Insperity
Finance Committee Report
Audit Committee Report
Discussion and Feedback

• Ad Hoc Committee Update
• Board Orientation Recap
28th ANNUAL EDDY AWARDS

SPONSORSHIP OPPORTUNITIES

ABOUT THE EDDY AWARDS

The Eddy Awards is a cocktail reception, dinner, and awards gala to support fulfillment of the LAEDC’s mission of reinventing our economy to collaboratively advance growth and prosperity for all. Join us to celebrate economic reinvigoration, while we work together to create more equity and inclusion in our diverse communities. We are also pleased to present the Most Business-Friendly City Award live on November 8th.

ABOUT THE LAEDC

Los Angeles County Economic Development Corporation (LAEDC) was founded in 1981 as a nonprofit, public benefit organization to harness the power of the private sector in collaboration with LA County. LAEDC drives action in support of a reimagined Los Angeles regional economy that is growing, equitable, sustainable and resilient, and provides a healthy and high standard of living for all.

OUR GUESTS

More than 600 of the region’s leading business, government, civic, and education leaders attend this annual event. For more information on how you can sponsor the Eddy Awards, please contact Janice Levy at janice.levy@laedc.org or (213) 236-4812.

LAEDC Federal Tax ID#: 95-3643339

NOVEMBER 8, 2023

5:30PM COCKTAIL RECEPTION & SILENT AUCTION
7:00PM DINNER & AWARDS PROGRAM
LOCATION: ON THE FIELD AT SOFI STADIUM, INGLEWOOD, CA
COMMITTEE HONOREES

COMMUNITY PARTNER HONOREE
COMMUNITY COALITION

Community Coalition works to help transform the social and economic conditions in South LA that foster addiction, crime, violence and poverty by building a community institution that involves thousands in creating, influencing and changing public policy.

For the past 30 years, Community Coalition has continued with this groundbreaking approach. We elevate the voices of our members, shift power to the community, and tackle the root causes of poverty, crime and violence. Together we are creating a more prosperous, safer and healthier South LA.

CORPORATE HONOREE
DELTA AIR LINES

More than 100,000 Delta people lead the way in delivering a world-class customer experience on over 4,000 daily flights to more than 280 destinations on six continents, connecting people to places and to each other.

LAX serves as one of Delta’s most important coastal hubs and currently operates over 150 peak-day flights to 51 destinations across the globe, serving 19 of the top 20 markets for Los Angeles customers.

Delta and its 4,000 Los Angeles-based employees are deeply ingrained in the community, supporting more than a dozen nonprofit organizations throughout the state of California. The airline is proud to serve as the inaugural founding partner of the LA20 Olympic and Paralympic Games and the official airline of Team USA. Additionally, Delta is the official airline of The Hollywood Bowl, Pantages Theatre, Crypto.com Arena, the Los Angeles Lakers and the Los Angeles Kings.

ININDIVIDUAL HONOREE
ARNOLD SCHWARZENEGGER, 38TH GOVERNOR OF CALIFORNIA

Arnold Schwarzenegger is an Austrian-born bodybuilder, actor, businessman, philanthropist, bestselling author, and politician. He served as the thirty-eighth governor of California and is the founder of After-School All-Stars and the Chairman of the Schwarzenegger Institute at the University of Southern California.

Building on his prior policy initiatives as Governor, Schwarzenegger is dedicated to enhancing early childhood development, after-school programs, career technical education, and environmental leadership, working to address climate change and a green economy.

Mr. Schwarzenegger will attend the Eddy Awards virtually.

INAUGURAL INTERNATIONAL AWARD
AMBASSADOR JANE DUKE, CONSUL-GENERAL OF AUSTRALIA IN LOS ANGELES

Ms. Duke was appointed Australian Consul-General Los Angeles in August 2020. Ms. Duke is an experienced senior career officer with the Department of Foreign Affairs and Trade (DFAT). She was most recently Australia’s Ambassador to the Association of Southeast Asian Nations (ASEAN) in Jakarta, Indonesia, and has served overseas as Deputy High Commissioner, Malaysia, and as Counsellor (Immigration) at Australia’s Permanent Mission to the United Nations in Geneva. In Canberra, Ms. Duke has served as Assistant Secretary, South East Asia Regional Branch, Canada and Latin America Branch, and Northern, Southern and Eastern Europe Branch.

MOST BUSINESS-FRIENDLY CITY AWARD
LOS ANGELES COUNTY FINALISTS:
CARSON
GLENDALE
NORWALK
TorrANCE
LONG BEACH
NEXT MEETING

January 26th, 2024
9:00AM - 11:00AM

*Please contact Melissa Kham if you’d like to host our next meeting
Thank you!

Please join us on the 33rd Floor to tour the LAEDC Office